

# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 25, 1997

RJR Account #336660  
Mr. R. Kirst  
E. P. KIRST & SONS

## SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649

Dear Rick:

WINSTON regular product has been ordered (see quantities listed below), as well as 71 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>Case</u> <u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>2</u>
12300-11906	Light Box	6M	<u>2</u>
12300-11012	Full Flavor	12M	<u>1</u>
12300-11212	Full Flavor Box	12M	<u>1</u>

### **PO #081397**

Product / Premium Arrival:

**August 13, 1997**

Ship Date to Retail:

**Week of: August 25, 1997**

SKU CUBE:

**1.7150**

SKU WT (w/o Product):

**6.6200 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$3,545.85**

Non-EFT \$ Amount:

**\$N/A**

51845 9955

-2-

B2GFP

E. P. KIRST & SONS

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$133.00 (4.75 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51845 9956

# TWO FREE NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2  
lighters

FREE with  
2-pack purchase

Win

No Additives  
New Winston  
True taste

NO  
BULL

51845 9957

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 17  
 DATE: 97-06-30  
 TIME: 09:17 AM

 WHOLESALER : 336660 E. P. KIRST & SONS. INC. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0013  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162323	620423	ROBO GAS #509	2 WILIMINGTON RD.	LAKE PLACID	NY	12946	1		2021-0000	934604	(518)523-8174
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	1			932582	(716)852-4611
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1			934265	(716)877-5667
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	1			932764	(716)692-9523
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAND	NY	14072	1		0362-0102		(716)775-0400
162601	162626	667217	GAS PLUS	8470 NIAGARA FALL	NIAGARA FALLS	NY	14304	1			931907	(716)297-7473
162601	162626	744003	SUNOCO COOP #7220	870 BRIGHTON RD	TONAWANDA	NY	14150	1		0362-0309	938175	(716)836-8552
162601	162629	755838	MIL-SHER SVC CTR	1311 SHERIDAN DR	KENMORE	NY	14217	1			932434	
162601	162626	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAND	NY	14072	1	NYS		936807	(716)773-1434
162601	162622	398748	ROBO GAS #502	535 KENMORE AVE	BUFFALO	NY	14223	1	NYS	2021-0000	934745	(716)832-6445
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAWAND	NY	14120	1	NYS		903617	(716)692-5920
162601	162622	561196	HIGHLAND PLAZA SERV	1235 COLVIN BLVD	BUFFALO	NY	14223	1	NYS		936880	(716)877-9545
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	1	NYS		926808	(716)875-9342
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEVAN	BUFFALO	NY	14215	1			929489	(716)896-5972
162602	162629	664267	NK ENTERPRISES	3450 UNION RD	CHEEKTOWAGA	NY	14225	1			921106	(716)683-9539
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1		5569-0000	938076	(716)352-4080
162602	162629	691548	FARM FRESH MARKET	2724 BAILEY AVE	BUFFALO	NY	14215	1				(716)838-6082
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	932475	(716)594-9751
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	1		1449-0000	926824	(716)836-5337
162602	162629	436654	CFM #33031-2	2365 WILLIAM ST.	CHEEKTOWAGA	NY	14225	1			918425	(716)892-7176
162602	162630	442054	NEWCOMB OIL	1978 RIDGE RD W	ROCHESTER	NY	14626	1		3514-0000		(716)225-1975
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS		934273	(716)689-4739
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1	NYS	1449-0000	926790	(716)886-1716
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1	NYS	2021-0000	934901	(716)632-2789
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS		932491	(716)632-1512
162602	162622	398675	CFM #33-028	5651 MAIN ST	WILLIAMSVILLE	NY	14221	1	NYS	0990-0000	903492	(716)634-2841
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1	NYS	2021-0000	934679	(716)833-3888
162602	162622	765289	WETZELS STATION	1105 WEHRLE DR	WILLIAMSVILLE	NY	14221	1	NYS		935130	(716)633-5224
162603	162624	075092	MIDNIGHT EXPRESS	6316 TELEPHONE RD	PAVILION	NY	14525	1		5569-0000	932467	(716)584-3587
162603	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	1			902551	(716)668-9814
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1			909382	(718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	1			919530	(716)648-9912
162603	162623	507595	CFM #33004-2	4551 BAY VIEW RD	HAMBURG	NY	14075	1		0990-0000		(716)648-2553
162603	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1		0990-0000	920397	(716)675-0107
162603	162622	582878	COUNTRY DAIRY MART	13131 BROADWAY ST	ALDEN	NY	14004	1			920157	(716)937-6388
162603	162629	598999	JOLLY ROBERT	580 DICK RD.	DEPEW	NY	14043	1			930479	(716)683-5120
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			903351	(716)826-3255
162603	162629	753315	S.PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1				(716)683-7334
162603	162623	563955	E. AURORA MOBIL	56 HAMBURG ST	EAST AURORA	NY	14052	1			904565	(716)652-4001
162603	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1		5569-0000	932442	(716)768-4290
162603	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	1		0362-0102	918250	(716)937-3355
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	EIMA	NY	14059	1			918755	(716)681-2700

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WHOLESALE : 336660 E. P. KIRST & SONS, INC. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0013  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162623	385694	CFM #33-022	615 OAKWOOD AVE	EAST AURORA	NY	14052	1	NYS	0990-0000	903377	(716)652-8879
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	1	NYS		900068	(716)824-6267
162603	162623	765471	HOGGS DAIRY LAKEVIE	S-5357 LAKESHORE	LAKE VIEW	NY	14085	1	NYS		907121	(716)627-7910
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	2	NYS		908798	(716)649-2974
162603		935963	ARMOR SUPERETTE	5020 ARMOR DUELLS	ORCHARD PARK	NY	14127	1	NYS		942052	(716)648-3013
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	1	NYS		903922	(716)652-5460
162603	162623	764675	7-11 #19112	3846 SOUTHWESTERN	ORCHARD PARK	NY	14127	1	NYS	0001-0402	19112	(716)648-7067
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	1	NYS		907238	(716)823-1104
162603	162625	396966	CFM #33-012	3045 S PARK AVE	LACKAWANNA	NY	14218	1	NYS	0990-0000	903500	(716)826-6856
162603	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTOWAGA	NY	14227	1	NYS		937276	(716)874-9010
162603	162629	034038	HORBINSKI'S SUNOCO	2017 GEORGE URBAN	DEPEW	NY	14043	1	NYS		928929	(716)683-6541
162603	162625	040733	SUNOCO COOP #7397	432 DINGENS ST	BUFFALO	NY	14206	1	NYS	0362-0309	928689	(716)826-3500
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	ELASDELL	NY	14219	2	NYS		908822	(716)824-1879
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1			930537	(716)248-8145
162604	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	935718	(716)889-3090
162604	162624	763595	SUNOCO COOP #7342	420 W COMMERCIAL	EAST ROCHESTER	NY	14445	1	NYS	0362-0309	928705	(716)586-9290
162604	162620	336489	SUNOCO COOP #7329	1435 GOODMAN ST N	ROCHESTER	NY	14609	1	NYS	0362-0309	930644	(716)266-9762
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	1			914028	(718)372-0063
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	1			919555	(716)488-9235
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	1			921726	(716)665-3209
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	1				(716)763-0486
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	1			901694	(716)592-2630
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	1			922963	(716)753-2606
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	1	NYS		914648	(716)496-5442
162606	162628	584385	U.S. NEWS	PO BOX 2034	JAMESTOWN	NY	14702	1	NYS		913970	(716)664-7357
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	1	NYS		911271	(716)661-9190

PAGE BREAK TOTAL ACCOUNTS 69 TOTAL QUANTITY 71

TEMPLATE TOTAL ACCOUNTS 69 TOTAL QUANTITY 71

## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

08/27/97

ACCOUNT NUMBER: 336660	E.P. KIRST & SONS
VOUCHER NUMBER: 15367379	5727 S PARK AVE
DATE WRITTEN: 08/27/97	HAMBURG , NY 14075
STATUS: PAID	
AMOUNT PAID: 133.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	4.75	133.00

EXPLANATION: SEPT: WINSTON B2G2F LIGHTERS 700649 / CAA

51845 9960